

LA VELLA SOL



Brand partnership portfolio · Overview

JESS CRAWFORD

FOUNDER, LA VELLA SOL · CERTIFIED TRICHOLOGIST · 35 YEARS IN HAIRDRESSING
HEAD SPA · SCALP HEALTH · PREMIUM EXTENSIONS · BUSINESS EDUCATION

Karratha, Western Australia

35

YEARS IN HAIRDRESSING

Certified trichologist

SCALP & HAIR HEALTH

Great Lengths certified

SINCE 2010

Salon owner & manager

TEAMS LED

Apprentices trained

HANDS-ON EDUCATOR

Founder

LA VELLA SOL & VALSIA

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THE FOUNDER

Thirty-five years on the *salon floor*.

A certified trichologist, a Great Lengths certified extension stylist, and the founder of a luxury head spa built in the Pilbara.

Jess Crawford's career began behind the chair and grew into salon ownership and management: leading teams, training apprentices, and building a reputation for premium extensions, colour and beauty.

After more than three decades in hairdressing, she qualified as a trichologist and went back to the root of it all, the scalp. La Vella Sol is the result: a private, one-practitioner atelier in Karratha, Western Australia, where every ritual begins with the scalp and the nervous system, and every detail of the experience is designed by Jess herself.

From that one room she has built a brand with its own rituals, an extension label, a boutique, digital scalp education and a developing Academy for professionals.

One practitioner.

Always Jess.

Why partner *with Jess.*

- A working luxury head spa. Products and equipment used in a real treatment room, on real clients.
- Hands-on product expertise. Thirty-five years in hairdressing and a trichologist's eye for scalp care.
- An educator's instinct. Years of training apprentices: technique explained clearly and accurately.
- Premium client relationships. One-to-one, appointment-only, every recommendation made personally.
- Editorial content, ready to go. An established copper-and-walnut identity, website, boutique and digital range.
- An authentic Australian story. A regional Pilbara founder and an emerging national education platform.

COLLABORATIONS · INVESTMENT ON ENQUIRY

DEMONSTRATION & REVIEW

Product demonstrations and genuine, disclosed professional reviews in the atelier.

CONTENT

Branded editorial photography and short-form video in the La Vella Sol aesthetic.

AMBASSADOR

Six- or twelve-month partnerships with brands Jess already uses and trusts.

EDUCATION

Educational video series, masterclasses and training for your education team or salon network.

EQUIPMENT SHOWCASE

Head spa beds, shampoo units, tools and furniture featured in a working luxury head spa.

LAUNCHES, EVENTS & SPEAKING

Atelier launches, trade events, panels and keynotes, in WA and nationally.

The La Vella Sol Academy is in development; one-to-one mentoring is available now by application. Full packages, portfolio and process are in the complete media kit. Audience figures are shared on request, current to the date of your enquiry.

LA VELLA SOL



Begin a conversation.

If your brand belongs in a luxury head spa, Jess would love to hear what you have in mind. Every enquiry is read by her.

EMAIL

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PARTNERSHIPS

lavellasol.com.au/work-with-jess

INSTAGRAM

[@la_vella_sol_](https://www.instagram.com/la_vella_sol_)

FACEBOOK

facebook.com/lavellasol

WEBSITE

lavellasol.com.au

SEND A PARTNERSHIP ENQUIRY

La calma è lusso. Ritorno a te.